



**Alberta  
Cattle  
Commission**

# GRASS routes

**The Alberta Cattle Producer Monthly Update**

July 1997

Call us at (403) 275-4400



## New Products Showcase

*Eighty-eight new beef products were on display when the Beef Information Centre presented the meatcase of the future to the retail industry in Toronto.*

*The future beef counter shows how the consumer can be offered restaurant style and quality products at the supermarket retail counter.*

*Consumers are demanding mealtime savers complete with superb quality in appearance and taste.*

**Cattle Market  
Information  
Slaughter Line  
(403) 274-4340  
Feeder Line  
(403) 274-4345**

**Web Site  
www.cattle.ca**

## We Want You as an ACC Delegate!

Nominations are now open for Alberta Cattle Commission delegate elections. A delegate is elected for a two year term and is responsible for representing the interests and concerns of producers in his/her area.

**Any eligible producer can run** as a candidate. The nomination form (right) outlines the criteria for eligibility. Nominations close September 5, 1997. If you have any questions, call the ACC office in Calgary, 275-4400.

## Quebec Still Loyal to Alberta Beef

A recent Alberta Cattle Commission trade mission to Quebec and Ontario resulted in good news, but also pointed out challenges facing Alberta producers.

**Quebec is a significant customer** buying 27 per cent of Alberta beef production. However, sellers are having to work harder to maintain market share. Fortunately retailers are more willing to actively promote Alberta Beef.

Also, consumer preferences are changing. Quebec customers are less interested in chucks and hips causing sellers to change their product mix.

## NOMINATION FOR ZONE REPRESENTATIVES TO THE ALBERTA CATTLE COMMISSION

I hereby nominate:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

To run as Zone Delegate in Zone # \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

I am an \*eligible producer:

Signed \_\_\_\_\_  
(NOMINATOR)

I hereby accept this nomination and I am an  
\*eligible producer.

Signed \_\_\_\_\_  
(NOMINEE)

\*Eligible Producer:

- "Eligible producer" means a person who has, during 1996 or 1997, sold cattle in his or her name and paid a fee to the Commission or to another person on behalf of the Commission. A corporation is also considered a person. All "eligible producers" must reside in the zone in which they are voting.
- "Agent for an eligible producer" means a person who has been appointed to vote on behalf of a corporation. This appointment must be made in writing to the Commission prior to the vote being cast.
- Individual "eligible producers" cannot appoint agents for themselves. There will be no voting by proxy.

**Please send the completed form and a 50-75 word resume to: Alberta Cattle Commission #216, 6715 - 8th Street NE, Calgary, Alberta, T2E 7H7. Phone 275-4400. Fax 274-0007. Nominations must be mailed, faxed, or delivered to the office no later than September 5, 1997.**

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